

Satellite radio is in the process of revolutionizing the radio industry. It provides content to paying subscribers who demand the best that technology has to offer. It is unfortunate that the NAB feels threatened by satellite radio, but this is how capitalism works. Capitalism is based on the innovation of new ideas and the desire for a better way of life. In the early 1980's with the launch of the Weather Channel on cable, there wasn't any mention from local channels that this nation wide channel was going to stifle the efforts of local programming and it hasn't. It merely provides an additional source of weather information. Weather and traffic information is also available on hundreds of local metro area websites across the nation in each city. Again, this is merely an additional source of information for the consumer. The threat that the NAB is feeling intensifies is the increasing number of choices that a consumer can make for programming/information that they have available to them. The NAB needs to reconsider this issue and review what they really support. It is a loss of profits that is driving their concern. The newspaper advertising industry has been battling for decades with the introduction of the television, then the internet. It is the introduction of these innovations that has enabled the newspaper industry to produce new and better advertising products. I truly feel that the NAB petition is not merited and is against some of the most valued principles of this country. I strongly urge the FCC to reject NAB's petition 04-160. Let's enable our legislators to focus on more important issues facing this country.